



WTIC-TV

ORDER

Print Date 09/10/12

Page 1 of 3

Flight Dates 10/02/12-10/08/12

Contract / Revision 386244 / LINDA MCMAHON 4 SEN

Original Date / Revision 09/10/12 09/10/12 Agency Com 15%

Billing Contact

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1319

Alt Order # 06308858

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive Order% Start Date End Date

Jordan Johannessen 100%

Order Share 18% Market Value 193472

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	34%	65780
4WVIT	21%	40629
5WTNH	26%	50302
6WCTX	1%	1934
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	65	\$29,601.25	\$34,825.00	0.00	10/01/12	10/08/12	65	\$29,601.25	\$34,825.00
Totals	65	\$29,601.25	\$34,825.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	61	10/02/12	10/05/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- TWTF - -	:30	4	\$140.00	03	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					4	\$140.00		0.00			
E 2	61	10/02/12	10/05/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- TWTF - -	:30	4	\$75.00	03	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					4	\$75.00		0.00			
E 3	61	10/02/12	10/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF - -	:30	8	\$150.00	03	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					8	\$150.00		0.00			
E 4	61	10/02/12	10/05/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- TWTF - -	:30	4	\$75.00	03	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -					4	\$75.00		0.00			
E 5	61	10/02/12	10/05/12		CM	7p-730p	- TWTF - -	:30	4	\$300.00	03	0.00	NM	4	\$1,200.00



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Page 2 of 3

Contract / Revision **386244** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1319**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7p-730p M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					4	\$300.00		0.00			
E 6	61	10/02/12	10/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- TWTF - -	:30	4	\$400.00	03	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					4	\$400.00		0.00			
E 7	61	10/02/12	10/05/12	M-F News at Ten News at Ten	CM	10p-11p	- TWTF - -	:30	8	\$1,100.00	03	0.00	NM	8	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					8	\$1,100.00		0.00			
E 8	61	10/02/12	10/05/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- TWTF - -	:30	4	\$250.00	03	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					4	\$250.00		0.00			
E 9	61	10/02/12	10/05/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	- TWTF - -	:30	4	\$85.00	03	0.00	NM	4	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -					4	\$85.00		0.00			
E 10	61	10/03/12	10/03/12	Wed Prime Rotator X-Factor	CM	8p-10p	- - 2 - - - -	:30	2	\$2,000.00	03	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - 2 - - - -					2	\$2,000.00		0.00			
E 11	61	10/04/12	10/04/12	Thur Prime B Glee	CM	9p-10p	- - - 1 - - -	:30	1	\$2,500.00	03	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - 1 - - -					1	\$2,500.00		0.00			
E 12	61	10/06/12	10/06/12	College Football College Football	CM	7p-1030p (7:00 PM-10:30 PM)	- - - - - 1 -	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - 1 -					1	\$350.00		0.00			
E 13	61	10/06/12	10/06/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	- - - - - 2 -	:30	2	\$600.00	03	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - 2 -					2	\$600.00		0.00			
E 14	61	10/07/12	10/07/12	NFL on FOX Early NFL: Sun 1-4pm	CM	1p-4p	- - - - - 1	:30	1	\$2,000.00	03	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - 1					1	\$2,000.00		0.00			
E 15	61	10/07/12	10/07/12	Su 10p-11p Su 10p-11p	CM	10p-11p	- - - - - 2	:30	2	\$900.00	03	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - 2					2	\$900.00		0.00			
E 16	61	10/08/12	10/08/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1 - - - - -	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1 - - - - -					1	\$140.00		0.00			
E 17	61	10/08/12	10/08/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1 - - - - -	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1 - - - - -					1	\$75.00		0.00			



WTIC-TV

Print Date: 09/10/12

Page 3 of 3

Contract / Revision **386244** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/10/12/ 09/10/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1319**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 17	61	10/08/12	10/08/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$75.00		0.00			
E 18	61	10/08/12	10/08/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$150.00		0.00			
E 19	61	10/08/12	10/08/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$75.00		0.00			
E 20	61	10/08/12	10/08/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$300.00	03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$300.00		0.00			
E 21	61	10/08/12	10/08/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$400.00		0.00			
E 22	61	10/08/12	10/08/12	M-F News at Ten News at Ten	CM	10p-11p	2-----	:30	2	\$1,100.00	03	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	2-----					2	\$1,100.00		0.00			
E 23	61	10/08/12	10/08/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$250.00	03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$250.00		0.00			
E 24	61	10/08/12	10/08/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	1-----	:30	1	\$85.00	03	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$85.00		0.00			
E 25	61	10/08/12	10/08/12	Mon Prime A Bones	CM	8p-9p	2-----	:30	2	\$2,000.00	03	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	2-----					2	\$2,000.00		0.00			
													Totals	65	\$34,825.00